

Santa Clara Library – ESL Program

Do you know someone who is working on their English skills or new to the area? Invite them to come down to the Central Park Library for one of the nightly English as a Second Language (ESL) programs on selected Thursdays from 6-8 p.m. in the Redwood Room. Practice your English skills at Conversation Club meetings on January 8, 2015 and February 5, 2015. Bring the whole family out for some fun for our New Year's ESL Family Fun Night on January 15, 2015. Give your heart away at our ESL Valentine's Family Fun Night on February 12, 2015, all ages welcome.

Youth Services

Youth Services story time and programming will resume on Tuesday, January 6, 2015, after the holiday break. Check the calendar on the Library's website at library.santaclaraca.gov for upcoming entertaining and informative events.

Santa Clara Branding Initiative Update

In September and October 2014, the City conducted an online survey of seven potential taglines. The survey asked respondents to rate the tagline options on five factors: memorability, ability to attract visitors and businesses, inspiring pride and representing their feelings about the city. Additionally, the taglines, as well as the branding strategy, were discussed at several employee and public forums.

Five hundred and twenty-nine residents, employees and business owners completed the survey. Four taglines stood out in the survey and at the forums: "Where Silicon Valley Comes Together," "Find Your Mission Here," "Local Feel, Global Scale" and "The Center of What's Possible." To help narrow the options, preliminary design concepts inspired by the top taglines were developed. The taglines selected to proceed into the next stage of design development are "The Center of What's Possible" and "Find Your Mission Here". Please visit

santaclaraca.gov/brand to review progress to date and find ways to share your opinions.

Housing Element Update

The City of Santa Clara invites you to review the update to the Housing Element for the 2015-2023 planning period. The Housing Element is an important chapter of the City's General Plan, and will provide goals, policies and programs to meet the requirements mandated by the State of California Department of Housing and Community Development. Emphasis will be placed on developing a clear, concise and legally defensible Housing Element that meets the varied housing needs of the community.

For meeting dates and to access documents pertaining to the Housing Element update, visit the City of Santa Clara Housing Element webpage, santaclaraca.gov/housingelement.

For more information, please contact Shaun Lacey, AICP, at (408) 615-2454 or Slacey@santaclaraca.gov.

Ethics, Honesty, and Fairness in Public Service



CITY COUNCIL

Mayor Jamie L. Matthews

Debi Davis

Dominic Caserta

Lisa M. Gillmor

Pat Kolstad

Jerry Marsalli

Teresa O'Neill

City Manager Julio J. Fuentes

City Clerk/City Auditor Rod Diridon, Jr.

City Attorney Richard E. Nosky, Jr.

DECEMBER, 2014

santaclaraca.gov
(408) 615-2210



Bag Ordinance Adopted

The City of Santa Clara has adopted a single-use carryout bag ordinance that requires grocery stores, pharmacies and retail stores to stop providing free plastic carryout bags. Effective **December 1, 2014**, a minimum of ten cents will be charged for every paper bag or reusable bag at checkout. The ordinance does not apply to protective bags provided for produce, prepared food, bulk food, meat, medication, clothing and garments after cleaning and bags provided to place personal items for security requirements. For more information, call the Public Works Department Street Division at (408) 615-3080.

Extra Refuse Set-Out

December 26, 2014 – January 7, 2015

Residents can dispose of extra, non-recyclable holiday trash (e.g., foil or Mylar gift wrap and cards, wax and plastic coated food containers, cloth and metallic ribbons, etc.) at no extra charge from December 26, 2014 through January 7, 2015. Place up to four additional 32-gallon

garbage bags (**limit two bags per week**) next to your garbage cart on your regular collection day. The extra bags will be collected during these two weeks at no additional charge. Remember to recycle non-metallic gift wrap, tissue paper, cards and tags in the blue curbside recycling cart. For more information, call (408) 615-3080.

Recycle Your Christmas Tree

January 5 – January 9, 2015

City crews will collect cut Christmas trees curbside on regular solid waste collection days from January 5 through January 9, 2015. The trees will be collected and chipped for mulch. Please follow the instructions below:

- Remove ornaments, hangers, tinsel, nails AND the stand.
- Place the clean tree next to your Garbage, Clean Green and Recycling carts at the curb on your regular solid waste collection day.
- Residents of apartments and other multi-family dwellings who do not have curbside collection can place cut Christmas trees on the nearest public street on the regular solid waste collection day for their neighborhood. If you are not sure of the day, call (408) 615-3080. In addition, businesses and multi-family dwelling residents can drop off trees at the City of Santa Clara Street Corporation Yard located at 1700 Walsh Avenue. The tree drop-off will be available during the week of January 5 through 9, 2015 between the hours of 8 a.m. and 4 p.m. After January 9, 2015, clean trees may be disposed of by cutting them into sections and placing them into the Clean-Green cart. Flocked trees (trees with artificial snow) should be cut into sections and placed into the black Garbage cart for disposal.

Sister Cities Association Tea Social

January 10, 2015

Santa Clara Sister Cities Association (SCSCA) is a nonprofit organization that focuses on bringing

together different cultures and enriching the lives of students through cultural exchanges. SCSCA assists the city in exchange programs with the city's three Sister Cities: Coimbra, Portugal; Izumo, Japan and Limerick, Ireland. All donations and funds raised go directly to the exchange programs.

A Tea Social will be held on Saturday, January 10, 2015 at the Senior Center from 1-4 p.m. Tickets are \$25 per individual, or \$200 per table (8 seat table).

For more information, contact Debi Davis at (408) 687-0331 or debid56@comcast.net.

2015 Miss Santa Clara & Miss Santa Clara's Outstanding Teen Competitions

January 10, 2015

The Miss Santa Clara Scholarship Competition, an official preliminary to the Miss California and Miss America programs, will showcase the talents and accomplishments of local college, high school and middle school students in our community. Four competitions will be held— Miss Silicon Valley and Miss Silicon Valley's Outstanding Teen, Miss Santa Clara and Miss Santa Clara's Outstanding Teen. The "Miss" competition is for women ages 17-24 and "Teen" competition is for girls ages 13-16. Contestants are guaranteed a minimum scholarship at the end of the competition regardless of their standing. The competition will be held at the Mission City Center for Performing Arts located at 3250 Monroe Street on Saturday, January 10, 2015, at 2 p.m. and 7 p.m. Tickets are \$21 for each show. For more information and advance tickets, contact Mary McCaman at (408) 858-9364 or mary.mccaman@gmail.com.

Youth Commission 2015-2016 Term

Are you a Santa Clara resident age 12-19? Are you interested in making a difference? Do you

want to be a voice in your community? Beginning January 6, 2015, applications for the Youth Commission's 2015-2016 term will be available at Central Park Library, City Hall, Community Recreation Center, Teen Center, Youth Activity Center, and Santa Clara Unified Middle and Wilcox High School Counseling and ASB offices. The Youth Commission's 2015-2016 term application and essay must be returned to the Teen Center no later than Monday, March 2, 2015. Oral interviews will be conducted in person on Saturday, March 21, 2015. **No exceptions will be made for the interview date.**

Youth Commission Scholarship

This spring, the City of Santa Clara Youth Commission will be offering scholarships to City of Santa Clara resident high school juniors and graduating seniors. Last year the Youth Commission raised \$2,000 in scholarships funds.

For more information on the Youth Commission and Scholarship, contact Jon Kawada at (408) 615-3740 or Jkawada@santaclaraca.gov.

Love Our Library Lollapalooza (LOLL) Fundraiser

February 7, 2015

Attend the Library's LOLL – Love Our Library Lollapalooza – to support programs and collections at all Santa Clara City Libraries. The event will be held on Saturday, February 7 from 6-8 p.m. at Central Park Library and is presented by the Santa Clara City Library Foundation and Friends. Enjoy delicious appetizers provided by the wonderful culinary program at Mission College, beer and wine, live entertainment, a short live auction, and recognition of Library Hero Lisa Gillmor. Tickets are \$50 per person before January 16, 2015 and \$60 per person afterward. Buy your tickets at Lovethelibrary.org or call the Santa Clara City Library Foundation and Friends RSVP line at (408) 615-2988.